

ABSTRACT

Talk show is a program that has been arranged in the form of presentation in the form of discussions on display. Talk show “Mata Najwa” is an event that has a lot of interest (1000 people), especially among parents. The purpose of this study to describe the information and the contents of the message can be conveyed its contents correctly. The types of study used quantitative content analysis. Content analysis study technique for making inimitable and legitimate inference with regard to its context by coding sheets. Research data retrieval through video that is broadcast a video of Talk Show “Mata Najwa” “After the Verdict Ahok” defamation of religion. Retrieval of data on impression "After the Verdict Ahok" selection six sample messages delivered on impression. Six video are categorized in unit analysis by coder and calculated. Then the researchers describe the results of the coding of the three people. The results that each unit of analysis based on the most prominent content of 80% for the category of law, followed by 20% political category, and 0% religion category with male gender 73,3%, and law profession 40%.

Keyword: Talk show, Mata Najwa, After the Verdict Ahok